



Brand Identity Proposal

Independent Brand Designer

Working with clients worldwide, from a studio in Melbourne.

Hello I'm Sean, a graphic designer from Ireland and proud Australian Citizen. In my 20+ year career I've been fortunate to work for some great creative agencies, and now I work directly with clients who want to make a bigger impression in their market.

Citizen By Design® specialises in the creation of impactful branding & visual communications – I can assist you in the development of marketing that matches your vision, and leaves a lasting impression on your audience.

Please get in touch if you'd like to discuss your design project, email sean@citizenbydesign.com



Logos are powerful symbols.

They have the ability to compress the purpose, personality and uniqueness of a business into an elegant and meaningful symbol.

They set the tone for your visual communications and lay the foundation for recognition, which helps build a deeper connection with your customer.

I've helped produce lots of logos, and the secret to crafting symbols that endure comes from simplicity. 'Less is more' is a guiding principle for my designs, as every element carries weight and there should be meaning behind every detail.

Click below to see 100+ examples.

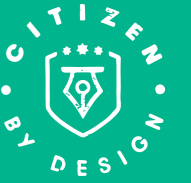


Logo Design Project Costs

Citizen By Design® can help you craft a logo that encapsulates the unique personality of your business, delivering a brand identity that builds your reputation and resonates with your audience.

I specialise in the creation of impactful branding. No matter what size of job, I think carefully to discover the best design solution, ensuring you receive the biggest return on your investment. To do this I break jobs down into clearly defined design phases, and follow a process that focuses our thinking towards creative and effective outcomes.

Learn more on the following page...



Projects commence at:

\$3.5K + GST

50% deposit is required prior to commencement of design project.

DESIGN OUTCOMES / DELIVERABLES

A minimum of 2* concept options will be presented before producing your final design.

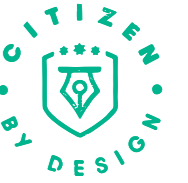
This package includes 2* rounds of refinement to your chosen concept, if required.

Upon completion you will receive;

- **Primary Logo** → full colour logo crafted and exported as Vector / JPG / PNG.
- **Secondary Logos** → mono colour logo variations developed.
- **Alternate Logos** → stacked and landscape variations as required.
- **Basic Style Guide** → confirming your new brands logos, colour schemes and fonts.

Please Note: Prices are intended as a guide only as they may increase or decrease depending on your specific requirements.

Logo Design Project / Phases



Phase 1: Discovery

We'll discuss your business, the market you operate in and the brand you'd like to create. By analysing your industry, competitors and audiences we can better understand the unique challenges and considerations of this project.

This phase includes:

- **Questionnaire** → which will provide a better understanding of your business, audience, and the goals for this design project.
- **Brand Audit** → review of your existing brand/marketing/comms material (if applicable), and discussion of your supplied moodboard references.
- **Competitor Review** → we'll look at how your branding compares to your 2 main rivals.
- **Global Benchmarking** → where we look at some 'best in class' branding examples relevant to your industry.

Phase 2: Design

Based on our research findings and confirmed brief, we'll begin the creative development of your brand – providing concepts that will showcase viable directions for your visual identity, visualised onto relevant brand assets.

This phase includes:

- **Logo Designs** → we'll create 2× concepts for your businesses new brand identity.
- **Brand System** → options for your visual branding, typography and colour scheme.
- **Brand Mockups** → each design concept will be applied to a relevant customer touch-point, so you can see how each option could work in the real-world.
- **Refinement** → 2× rounds of refinement to your selected logo design concept (if required).

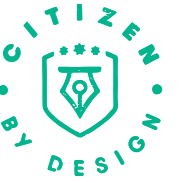
Phase 3: Delivery

After receiving your feedback we will refine and finalise your new identity, before producing the logo assets you need to start promoting your business and building your brand.

This phase includes:

- **Primary Logo** → full colour logo crafted and exported as Vector / JPG / PNG.
- **Secondary Logos** → mono colour logo variations developed and exported as Vector / JPG / PNG.
- **Alternate Logos** → stacked and landscape variations as required, exported as Vector / JPG / PNG.
- **Basic Style Guide** → confirming your new brands logos, colour schemes and fonts.

Client Testimonials



“I’ve worked with many design teams and agencies, but none come close to Sean. The content he creates is always spot on! While he always follows a brief perfectly, he always thinks outside the box and provides additional creative options to work with, which gets a better end result. He’s efficient with excellent attention to detail, with a seamless operating style that is so easy to work with.”

Joanna Warr

Marketing Manager – Made By Cow



Citizen By Design has added so much value to our business through Sean’s innate ability to take my thoughts and turn them into reality. He is methodical, professional, creative, focused and truly gifted – able to cut through to the vision and dreams of my brand.”

Chris Caiger-Watson

Director – Genius People

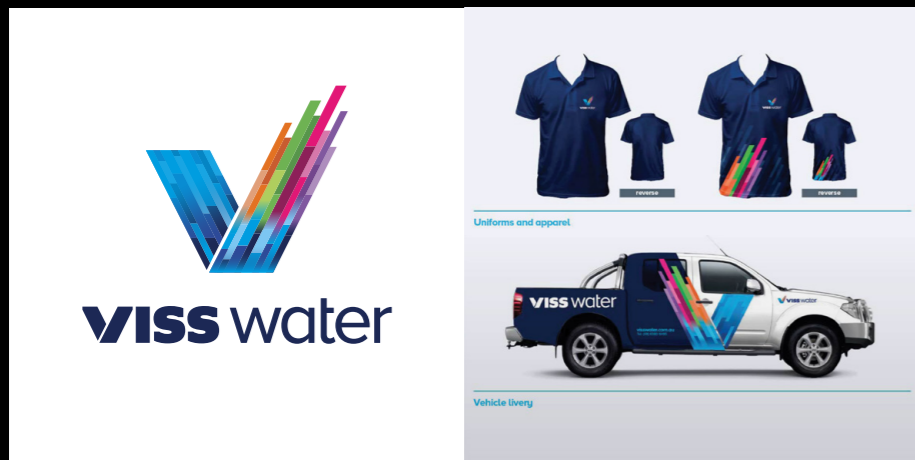
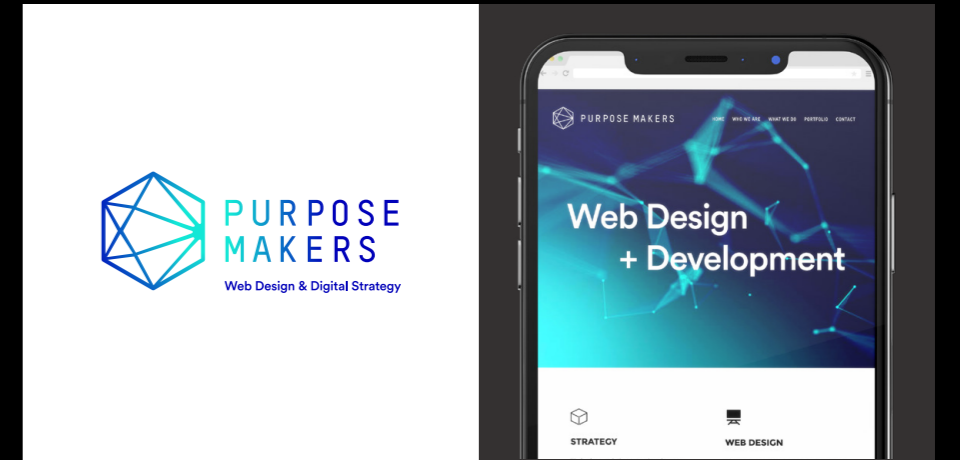
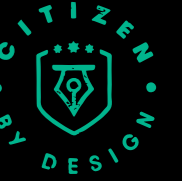


“Having worked previously with Sean on a design project for Fairfax, he was my first choice in taking on the challenge of reshaping a global festival brand for launch into the Australian market. He presented multiple exciting creative concepts for print & digital mediums, and I highly recommend his services as I have to other clients who’ve been very satisfied with the high level of work delivered.”

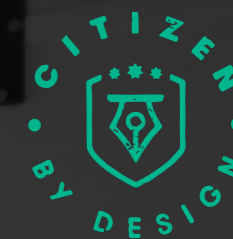
Asha Xavier

General Manager – Wanderlust ANZ

Examples



Thank you
for reviewing this
design proposal.



If you'd like to see more
portfolio examples, please visit:

Council member of the Australian
Graphic Design Association

